

## WHY ATTEND THE SYMPOSIUM ABOUT *PROJECTIONS 98*?

Attend the unveiling of ABAG's latest growth projections for the San Francisco Bay Area. In a few short hours public and private decision-makers will receive an overview of emerging economic and demographic trends. The symposium will highlight results from a comprehensive study of future residential growth, job growth, population change, and local development policies in the San Francisco Bay Area.

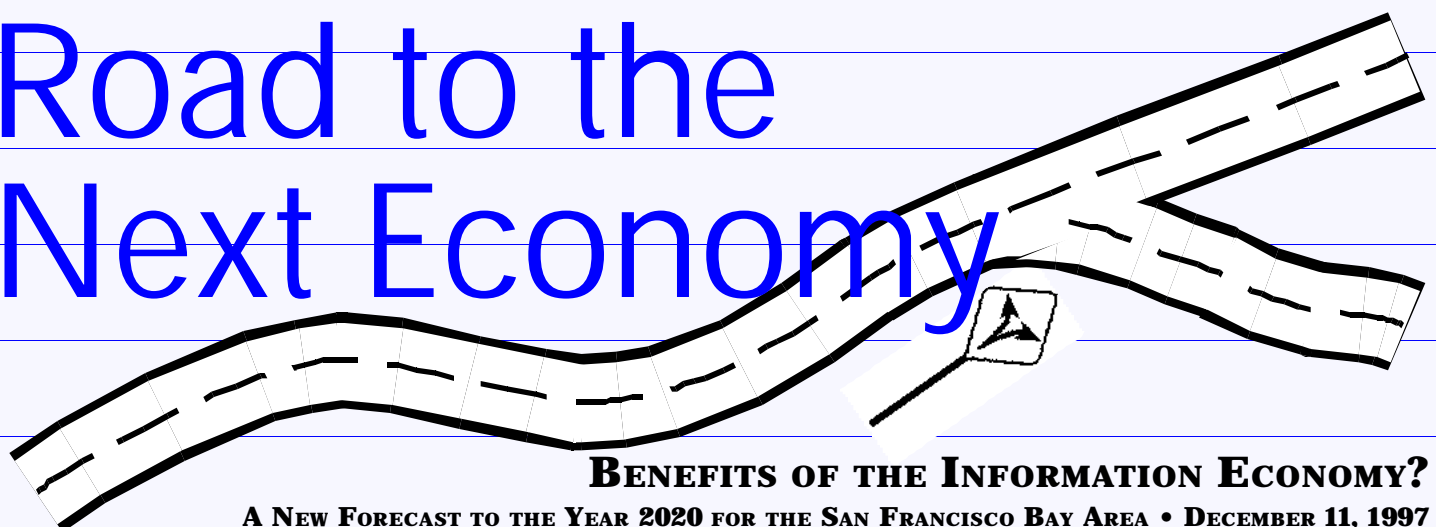
Position yourself among those "in the know." Gain insight into the assumptions and trends that drive ABAG's projections. Anticipate growth in each of the nine counties and the region.

*Previous Projections symposiums were filled before the registration deadline.  
We urge you to register by sending your payment as soon as you decide to attend.*

*PROJECTIONS 98 SYMPOSIUM*

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# Road to the Next Economy



**BENEFITS OF THE INFORMATION ECONOMY?**

**A NEW FORECAST TO THE YEAR 2020 FOR THE SAN FRANCISCO BAY AREA • DECEMBER 11, 1997**

# PROJECTIONS ■ 98 Order Form

Document will not be available until December, 1997

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☐ Book & diskette with city and county data  
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## Recent ABAG Publications and Products

Call (510) 464-7900 to order by credit card or request publication form

\$35 Life Tables for San Francisco Bay Area Counties: 1980 and 1986-1995

\$20 Interdependence: The Changing Dynamic between Cities and Suburbs in the San Francisco Bay Area

\$15 Making Better Communities by Linking Land Use and Transportation

\$45 Economic Competitiveness: Comparing San Francisco Bay Area Exports and Imports with Major Regions

\$45 Local Development Policy Survey: Data Base Methodology, Land Supply and Development Capacity (1994)

\$60 Existing Land Use in 1995: Data for Bay Area Counties and Cities (includes 10 color maps)

\$45 CEFS: A County Employment Forecasting System for the San Francisco Bay Region

\$45 Trends in Income: An Analysis of 1978 to 1991 California Income Tax Returns for the Bay Area

\$45 POLIS, The Land Use Information and Transportation System for the San Francisco Bay Area

# PROJECTIONS ■ 98

**Census Year:** 1990

**Estimate Year:** 1995

**Forecast Years:** 2000, 2005, 2010, 2015 and 2020

## PROJECTIONS ■ 98 ... the book and diskette

The most complete and up-to-date resource available for analyzing the future of the San Francisco Bay Area. In one easy-to-use, easy-to-understand publication you will find data to the Year 2020 for population, jobs, labor force, income, households, and household size. The book and diskette include data for the region, each city and county, and numerous unincorporated communities.

These projections for the San Francisco Bay Area are updated every two years by the Association of Bay Area Governments using information from each city and county. Since the early 1970's, ABAG's projection series have served as the official forecast for the nine-county bay region. PROJECTIONS ■ 98 is your key to the San Francisco Bay Area.

### UPDATED

- Now includes data for the Year 2020
- Revised employment forecasts reflecting recent economic trends
- Mean household income in constant 1995 dollars
- Population forecast broken down by age and sex for each county
- Labor force forecast broken down by age and sex for each county

### SPECIAL FEATURES

- Comparison of Projections 96 to Projections 98
- Easy-to-use summary of top growth areas
- Growth rankings for 2000-2020, 2000-2010, and 2010-2020
- Data for transportation corridors as well as counties

### Available formats:

**Combined book and diskette** with city and county data. Select either Windows or Macintosh format.

**Data** for 1,382 census tracts will be available Spring 1998.

### Regional Forecasts

Population by age and sex  
Labor force by age and sex  
Jobs in 11 industrial sectors  
Households, persons per household  
Mean household income

### County Forecasts

Population by age and sex  
Labor force by age and sex  
Jobs in 7 industrial sectors  
Households, persons per household  
Mean household income

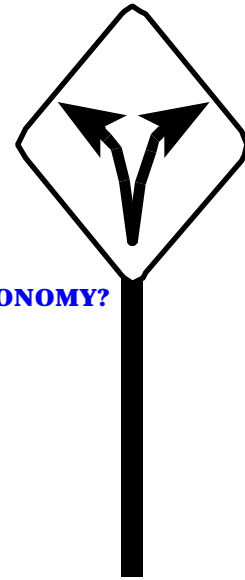
### City Area Forecasts

Population, household population  
Jobs in 5 industrial sectors  
Households, persons per household  
Mean household income

# Road to the Next Economy

A LONG-TERM GROWTH FORECAST OF POPULATION, EMPLOYMENT, LABOR FORCE, INCOME, AND HOUSEHOLDS

**THURSDAY, DECEMBER 11, 1997**  
**JOSEPH P. BORT METROCENTER AUDITORIUM**  
**101 EIGHTH STREET • OAKLAND, CALIFORNIA**



**8:30 a.m. REGISTRATION AND COFFEE**

**9:00 a.m. USING ABAG'S PROJECTIONS 98: AN OVERVIEW**  
Gary Binger, ABAG Planning Director

**9:15 a.m. WILL WE SEE THE BENEFITS OF THE INFORMATION ECONOMY?**  
Paul Fassinger, ABAG Research Director

Structural Changes in the Economy  
Top Growth Areas  
Projected Job Hot Spots  
Employment Forecast  
Population Forecast

**10:15 a.m. BREAK**

**10:30 a.m. LAY OF THE LAND: HOW LOCAL PLANS MESH WITH PROJECTED GROWTH**  
Patricia Perry, ABAG Senior Regional Planner

Local Views on Development Potential  
Will the Land Supply Meet Expected Demand?  
Population and Household Growth Highlights  
Changing Demographics: Implications for New Housing Construction and Design

**11:00 a.m. CHALLENGES AND OBSTACLES AHEAD: VIEWPOINTS 98**  
Paul Fassinger

Changing the Way We Think: The Information Economy  
Housing and Transportation Challenges  
Regional Competitiveness  
Occupational Outlook

**12:00 noon ADJOURNMENT**

## Road to the Next Economy

Please register me for Thursday, December 11, 1997.

Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Department \_\_\_\_\_

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December 1 is the deadline to register and to request refunds. Symposium attendance is limited. Advance paid registration will be accepted in order of receipt at ABAG offices.